



Councillor Paul Ainslie
Toronto City Council
Scarborough East - Ward 43

Chair, Scarborough Community Council
Chair, Government Management Committee

March 3, 2011

Government Management Committee
City Hall 100 Queen Street West
Toronto, Ontario M5H 2N2

Re: Motion: Introduction of "City of Toronto Weekly Podcast"

With a growing number of people utilizing social media for current events and news, I believe it would be beneficial for the City of Toronto to begin to have weekly podcasts to reach out to Torontonians. The podcasts would involve a 30 minute look at City of Toronto programs and initiatives which affect business and residential communities.

In keeping with ensuring transparency and information sharing the podcasts would include City Business initiatives, Highlight the week at City Hall as well as offer information on programming. Residents would be able to engage and keep themselves informed first hand on issues which affect them directly.

At this time the City does issue updates via Twitter through strategic communication and Toronto Council which give brief updates with links to view further information. A podcast giving subscribers an audio update would better serve the City of Toronto, and interest subscribers to listen to current updates keeping them engaged with their municipal government.

Podcasts are currently being used by Canadian municipalities such as the City of Edmonton www.transformingedmonton.ca, the City of Ottawa www.ottawastart.com, and the Municipality of Whistler www.whistler.ca, print media such as the Globe and Mail, Toronto Star and the National Post also offer a overview of the week through podcasts.

The City of Edmonton's podcast opens with: "Welcome to the new **Edmonton this Week** Podcast, an in-depth look at City of Edmonton programs and initiatives that affect your life. Each week, our host, Marvin Polis of the City of Edmonton's Communications team, takes us inside City Hall and around Edmonton to speak to the people who operate our city. Listen to the entire show"

I believe that the residents of the City of Toronto would benefit by a weekly podcast to address issues which affect them and their city.

Recommendation:

City of Toronto staff from the following divisions: Corporate Information, Technology Web, Strategic Communications, Clerk's Protocol Videographers, Audio Video staff from Facilities;

Report back to the Government Management Committee on May 2, 2011 on the feasibility of The City of Toronto producing a weekly Podcast to inform Toronto Residents on what is happening in their City this week.

Sincerely,

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Scarborough East Ward 43

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